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CLAIMS

What is claimed is:

       1. An information exchange system for providing supplier branding services, comprising:

       a server in communication with a data storage device via a communications link, said server executing:

5   web server software operable for hosting and serving web pages; and

          applications software, including a branding tool operable for creating and disseminating branded information;

       a database associated with said data storage device, said database

10   storing:

          supplier subscription records operable for facilitating portal services, said supplier subscription records including customer target records; and

          customer profile records;

15   a link to an enterprise portal site of a registered customer system; and

        a link to a subscribing supplier system;

        wherein said branding tool maps said branded information provided in said supplier subscription records to profile information provided in said customer profile records and transfers resulting targeted branded

20   information to said customer system.

       2. The information exchange system of claim 1, further comprising a means for allowing said customer system to initiate contact with said subscribing supplier system subsequent to receiving said targeted branded information.

3. The information exchange system of claim 1, wherein said server periodically collects said branded information provided via said supplier subscription records and populates a portal web site associated with said registered customer system utilizing metatags provided by said subscribing supplier system.

4. The information exchange system of claim 3, wherein said branding tool utilizes said metatags for preventing dissemination of said branded information to unauthorized systems.

5. The information exchange system of claim 3, wherein said portal web site is hosted by said information exchange system.

6. The information exchange system of claim 1, wherein said applications software includes at least one of:
an enterprise directory service tool;
a content management tool;
a knowledge management tool; and
a collaboration tool.

7. The information exchange system of claim 1, further comprising a means for implementing web site metrics tracking based upon activities conducted by said registered customer system.

8. The information exchange system of claim 7, wherein said branding tool generates and disseminates reports based upon said web site metrics tracking.

9. The system of claim 1, wherein said enterprise portal site includes personal employee web portals for employees of said registered customer system.

10. A database for facilitating implementation of supplier branding services, comprising:

a supplier subscription record including at least one customer target record, said customer target record including at least one of:

a customer name;

an employee name;

an employee role;

a time frame for posting branded information at a customer portal; and

supplier information;

a customer profile record; and

a means for mapping information stored in said supplier subscription record to information stored in said customer profile record.

11. The database of claim 10, wherein said employee role includes:

employee job function;

employee job title; and

employee language.

12. The database of claim 10, wherein said supplier information includes at least one of:

new product offerings;

limited time offers;

delivery schedules;

commercial terms and conditions;

technical white papers; and

marketing collateral.

13. The database of claim 10, wherein said supplier information includes at least one of:

inventory visibility;

capacity visibility;

engineering capabilities;

manufacturing capabilities;

product and process technologies; and

ability to share program status.

14. The database of claim 10, wherein said customer profile record includes descriptive information relating to:

customer entity;

job role of employee of said customer entity; and

subjects of interest.

15. A method for providing supplier branding services via an information exchange system over a computer network, comprising:

    receiving a request to access a branding services tool by a subscribing supplier system;

5   providing a web page requesting target information and supplier information from said subscribing supplier system;

    receiving a response to requested target information and said supplier information;

    storing said response in a target record;

10   associating metatags with response data provided in said target record;

    searching a customer profile database for customer profile records matching said metatags provided in said target record;

    if a match is found, transmitting associated branded information to a customer system associated with said customer profile records;

15   gathering usage data from said customer profile records;

    generating a report; and

    transmitting said report to said subscribing supplier system.

16. The method of claim 15, wherein said target information includes at least one of:

    a customer name;

5   an employee name;

    an employee role; and

    a time frame for posting branded information at a customer portal.

17. The method of claim 15, wherein said supplier information includes at least one of:

inventory visibility;

capacity visibility;

engineering capabilities;

manufacturing capabilities;

product and process technologies; and

ability to share program status.

18. The method of claim 15, wherein said supplier information includes at least one of:

new product offerings;

limited time offers;

delivery schedules;

commercial terms and conditions;

technical white papers; and

marketing collateral.

19. The method of claim 15, wherein said customer profile records include descriptive information relating:

customer entity;

job role of employee of said customer entity; and

5   subjects of interest.

20. The method of claim 15, further comprising:

implementing a billing process between said information exchange system and said supplier system based upon volume of activity conducted by said customer system related to said supplier system.

21. A storage medium encoded with machine-readable computer program code

said code including instructions for causing a computer to implement a method for providing supplier branding services via an information exchange

5   system over a computer network, the method, comprising:

receiving a request to access a branding services tool by a subscribing supplier system;

providing a web page requesting target information and supplier information from said subscribing supplier system;

10   receiving a response to requested target information and said supplier information;

storing said response in a target record;

associating metatags with response data provided in said target record;

15   searching a customer profile database for customer profile records matching said metatags provided in said target record;

if a match is found, transmitting associated branded information to a customer system associated with said customer profile records;

gathering usage data from said customer profile records;

20   generating a report; and

transmitting said report to said subscribing supplier system.

22. The storage medium of claim 21, wherein said target
information includes at least one of:

    a customer name;

    an employee name;

5   an employee role; and

    a time frame for posting branded information at a customer portal.

23. The storage medium of claim 21, wherein said supplier
information includes at least one of:

    inventory visibility;

    capacity visibility;

5   engineering capabilities;

    manufacturing capabilities;

    product and process technologies; and

    ability to share program status.

24. The storage medium of claim 21, wherein said supplier
information includes at least one of:

    new product offerings;

    limited time offers;

5   delivery schedules;

    commercial terms and conditions;

    technical white papers; and

    marketing collateral.

25. The storage medium of claim 21, wherein said customer
profile records include descriptive information relating:

    customer entity;

    job role of employee of said customer entity; and

5   subjects of interest.

26. The storage medium of claim 21, wherein said code further comprises instructions for causing said computer to implement:

implementing a billing process between said information exchange system and said supplier system based upon volume of activity conducted by said customer system related to said supplier system.